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Research News for the U.S. Travel Industry

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TRAVEL PRINTOUT

US Travel Data Center

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Business Travelers Account for a Quarter of All U.S. Trips in 1987

Travel to conduct business explains one out of every four trips taken by Americans in 1987. Over 35 million business travelers logged 157.5 million business trips in 1987 -- a 13 percent increase over the previous year -- making it the fastest growing type of travel according to the US Travel Data Center's recent publication, 1987 Survey of Business Travelers.

Sponsored by Murdoch Magazines and conducted by the US Travel Data Center, the 1987 Survey of Business Travelers reports the most recent results of a telephone survey which has tracked the growth and trends in business travel since September 1985. The report sheds new light on this multi-billion dollar travel market segment.

The business share of total travel has grown consistently over the past five years, up from 19 percent in 1982, registering greater gains than pleasure travel in four of those years.

The survey reports that among the fastest growing segments of business travelers are women, adults aged 35-44, and employees in service industries. The largest group of business travelers, 41 percent, travel to attend meetings, conventions or trade shows on the most recent trip. About 26 percent travel to consult, offer professional advice, or to take care of personal business.

Murdoch's Research Director, William Niles, highlighted the increasing importance of the business travel segment: "Business travelers use travel services more often than pleasure travelers, and this use is less affected by changing economic conditions."

For example, he cited the outstanding growth in use of travel agents: "Of business travelers surveyed, 32 percent reported they used a travel agent for one or more trips in the previous year."

Among other findings, Niles pointed out that nearly half of all business travelers use their own cars on an average business trip, while 42 percent use airlines.

The 1987 Survey of Business Travelers will be sent to full members and is available to others for $85 prepaid from the US Travel Data Center, 1133 21st Street NW, Washington, D.C. 20036. ##

The Data Center is updating a few categories in the Current Travel Indicators. Please see page three for these adjustments.

Outlook Offers a Second Chance at 1989 Travel Forecasts

The complete proceedings from the fourteenth annual forum, released in the 1989 Outlook for Travel and Tourism, look beyond uncertainty to the future of the travel industry.

The 1989 Outlook offers forecasts by a host of experts on many topics, including a regional look at the nation's economy, business travel, air travel, leisure travel and more.

The 1989 Outlook will be sent to members of the Data Center and the Travel and Tourism Research Association. They will be available to others for $100, prepaid, from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. ##

Rising Lodging Prices Drive July Travel Costs

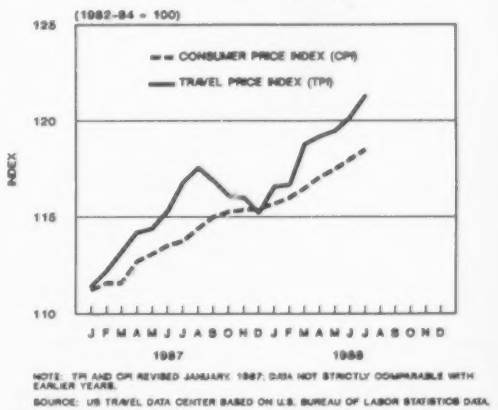
The US Travel Data Center's Travel Price Index (TPI) climbed 0.9 percent in July, driven by the rise in the cost of lodging while out of town.

For comparison, the overall cost of consumer goods and services, as measured by the Consumer Price Index (CPI), increased 0.4 percent in July.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, reached 121.3 (1982-84=100) in July.

For the fifth time this year, increases in the cost of lodging have been instrumental in raising the overall cost of travel. In July, lodging prices showed the biggest jump yet this year in the monthly comparisons, up 1.8 percent. Although the cost of intracity public transportation (mass transit and taxi cabs) and motor fuel prices both showed increases of 1.2 percent and 1.1 percent respectively, the overall cost of transportation in July gained only 0.7 percent, mitigated largely by the slow rate of growth in airline fares and other intercity public transportation costs.

TPI VERSUS CPI



NOTE: TPI AND CPI REVISED JANUARY, 1987; DATA NOT STRICTLY COMPARABLE WITH EARLIER YEARS.
SOURCE: US TRAVEL DATA CENTER BASED ON U.S. BUREAU OF LABOR STATISTICS DATA.

Over the past twelve months, the TPI has risen 3.9 percent, while the CPI has gained 4.1 percent. ##

Monthly and Annual Rates of Change in the Travel Price Index and Components
July 1988

TPI Component	Monthly Percent Change June 1988 to July 1988	Annual Percent Change July 1987 to July 1988
Transportation	0.7	1.2
Airline Fares	0.2	2.4
Other Intercity Trans.	0.1	5.9
Intracity Public Trans.	1.2	2.9
Motor Fuel	1.1	0.1
Lodging	1.8	4.7
Food and Beverages Away From Home	0.5	4.3
Entertainment	0.9	5.8
TRAVEL PRICE INDEX	0.9	3.9
CONSUMER PRICE INDEX	0.4	4.1

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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June Travel Rises 4 Percent

June travel climbed nearly 4 percent according to the latest National Travel Survey conducted by the US Travel Data Center.

Americans took 123.7 million person-trips, a 3.9 percent increase over June 1987. (A person-trip is measured each time someone travels 100 miles or more away from home.)

Vacation travel showed the largest increase, rising 7.7 percent, pleasure travel climbed 3 percent, weekend travel rose 1.2 percent, while business travel fell 5 percent. Auto travel jumped 7 percent. Hotel/motel use also rose, up 5 percent in June. ##

Data Center Announcements

The Data Center's Board of Trustees has announced new annual membership dues for 1989. They are as follows: Academic, $500; Limited, $800; State, $1,900; and Full, $2,650. ##

A reminder to members who received a questionnaire along with the new 1987 Summer Travel Executive Briefing and Market Close-up, please be sure to fill it out and return it today! ##

CURRENT TRAVEL INDICATORS ADDITIONS
(see back page for footnotes)

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	May	$ 4,629 million	-0.6	8.8	8.1
Eating and drinking places(2)	May	$12,744 million	0.1	4.4	3.9
Gasoline service stations(2)	May	$ 8,979 million	1.1	4.9	6.6
Highway traffic volume(6)					
Rural arterial vehicle-miles	May	43.2 billion	8.4	5.5	5.4
U.S. resident travel					
Total person-trips (9)	May	104.1 million	38.4	-1.5	5.8
Vacation person-trips (9)	May	68.0 million	57.0	-2.2	9.1
Total person-nights (10)	May	416.8 million	59.0	-6.8	-4.9
Vacation person-nights (10)	May	300.4 million	65.7	-7.2	-8.1

Visitor Volume at National Parks

Region	JUNE 1988 visits	Change from JUNE 1987* (percent)	Percent change 1988/1987* Year-to-Date
NEW ENGLAND	1,767,490	5	1
MIDDLE ATLANTIC	3,841,101	-10	-9
SOUTH ATLANTIC	11,038,047	-1	1
EAST SOUTH CENTRAL	2,604,451	13	11
EAST NORTH CENTRAL	916,015	14	13
WEST NORTH CENTRAL	1,671,226	8	6
WEST SOUTH CENTRAL	1,367,334	8	2
MOUNTAIN	5,823,441	6	5
PACIFIC	5,854,199	8	-
TOTAL	34,883,304	3	1

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

States comprising the Census regions:
New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **Middle Atlantic:** New Jersey, New York, Pennsylvania. **South Atlantic:** Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **East South Central:** Alabama, Kentucky, Mississippi, Tennessee. **East North Central:** Illinois, Indiana, Michigan, Ohio, Wisconsin. **West North Central:** Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **West South Central:** Arkansas, Louisiana, Oklahoma, Texas. **Mountain:** Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **Pacific:** Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Jun	$ 4,843 million	4.6	9.9	8.5
Eating and drinking places(2)	Jun	$12,841 million	0.8	4.6	4.0
Gasoline service stations(2)	Jun	$ 8,986 million	0.1	4.4	6.2
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Jun	62.6 percent	0.6	1.5	0.7
Real demand for commercial lodging(4)	Jun	63.0 million	6.9	5.8	4.3
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Jun	28.2 billion	5.7	1.8	-0.6
International revenue passenger-miles	Jun	9.0 billion	19.8	17.9	20.9
Highway traffic volume(6)					
Rural arterial vehicle-miles	Jun	44.8 billion	3.6	4.7	5.2
Rail passenger traffic(7)					
Amtrak passenger-miles	Jun	525.7 million	9.6	-0.5	13.8
Travel Price Index(8)	Jun	120.2	0.6	4.2	4.5
U.S. resident travel					
Total person-trips (9)	Jun	123.7 million	18.8	3.9	5.3
Vacation person-trips (9)	Jun	89.5 million	31.6	7.7	8.7
Total person-nights (10)	Jun	591.8 million	42.0	-2.3	-4.2
Vacation person-nights (10)	Jun	466.1 million	55.2	-1.3	-6.1
Public use of national parks(11)					
Visits	Jun	34,883,304	26.9	3.0	1.0
Overnight stays	Jun	2,587,626	79.4	8.0	3.0
Foreign arrivals in U.S.					
From overseas (12)	May	1,033,348	22.5	22.5	22.5
From Canada (13)	Jun	989,238	-8.2	12.1	7.8
From Mexico (12)	May	67,537	5.2	11.2	8.7
U.S. citizen departures					
To overseas (12)	May	1,166,058	9.5	4.1	4.3
To Canada (13)	Jun	1,527,914	41.8	-0.2	-0.1
Domestic demand for motor gasoline(14)					
Barrels per day	Jun	7,838 thousand	7.8	4.1	2.4

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; revised monthly. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted, 1986 and 1987 data have been revised. (4) Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Preliminary; revised monthly. Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) US Travel Data Center. Data is not comparable to earlier published numbers due to revised methodology. (11) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12) Source: U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (13) Statistics Canada (14) Preliminary; Source: U.S. Department of Energy.

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